



**CITY OF GREENSBORO
FOR IMMEDIATE RELEASE**



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NEIGHBORWOODS PROGRAM AWARDED \$10,000 FROM AMERICAN EXPRESS

GREENSBORO, NC (January 13, 2006) – The NeighborWoods Community Tree Planting Program recently received a major boost from American Express in the form of a \$10,000 grant. The NeighborWoods program is a private/public partnership between Greensboro Beautiful and the City of Greensboro that oversees the annual planting of trees in neighborhoods throughout Greensboro. Through community action and volunteerism, the program helps replace trees lost to ice storms, wind storms and development.

“This grant provides a tremendous economic boost to our NeighborWoods Tree Fund,” says Kathy Cates, City Beautiful Director. “Since the program’s inception last year, we have raised nearly \$10,000 from citizen contributions. The additional \$10,000 from American Express will allow us to plant even more trees in Greensboro during 2006,” she adds.

Elizabeth Keathley, resident of the Glenwood neighborhood, says the initiative helps to replace the City’s valuable tree canopy and serves as a neighborhood outreach program. She goes on to say it helps build a stronger neighborhood by involving people in a significant community project. The Glenwood neighborhood was the 2005 NeighborWoods grant recipient.

To make a tax-deductible contribution to the NeighborWoods Tree Fund, visit www.greensborobeautiful.org or contact Melissa Begley at 373-2150.

The City of Greensboro works in partnership with the community to increase the quality of life for all residents by fostering an environment of inclusion, diversity, and trust. As the seventh largest employer in Greensboro, the City has a dedicated professional staff of 2,800 employees who maintain four core values of honesty, integrity, stewardship, and respect. The City is governed by a council-manager form of government with a mayor and eight council members. For more information on the City of Greensboro, please visit us online at www.greensboro-nc.gov.